Marketing
Virtual Enterprise International
HQ Course Code # _____ 5062
CTE Course Code # _____5057

School Year_____

Term:____Fall____Spring

Student:	Grade:
Teacher:	School:
Number of Competencies in Course: 1 credit= 37, 2 credits= 42	
Number of Competencies Mastered:	
Percent of Competencies Mastered:	

1 to 2 Credits -   Note: Student Performance Indicators to be completed for two credit are identified with an asterisk(*).

(Highly Qualified Status) Virtual Enterprise International substitutes for Economics credit

Standard 1.0   The student will demonstrate an understanding of business, marketing and international economics concepts.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Creates a business plan.*		
1.2	Creates a marketing plan.*		
1.3	Creates an employee manual.*		
1.4	Creates an annual report.*		
1.5	Establishes trade with other companies.		
1.6	Creates slide presentations.*		

Standard 2.0   The student will select, apply and troubleshoot technology used in processing business transactions.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Uses computers in preparing communications.		
2.2	Uses software applications used in international business.		
2.3	Uses fax and copy machines.		
2.4	Produces documents to communicate with others.		
2.5	Completes sales through the Internet.		
2.6	Purchases items through the Internet.		

Standard 3.0   The student will identify, organize, plan and allocate resources for the virtual business.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Develops budget for each department and the company.		
3.2	Interacts with other businesses in the international practice network.		
3.3	Makes sales and generate business opportunities within budget.		
3.4	Pays each student a virtual salary.		
3.5	Makes purchases from other virtual businesses with virtual salary.		

Standard 4.0   The student will read, write, listen and speak for information, understanding, expression and critical analysis and evaluation.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Collects and compares knowledge from teachers, peers, corporate mentors, and business publications.		
4.2	Participates in department and large group meetings.		
4.3	Writes, revises, and presents activity logs, meeting minutes, presentations, sales and financial reports.		
4.4	Develops company logo, web site, sales materials.		
4.5	Celebrates achievements of company and employees.		
4.6	Responds to business plan presentations.		
4.7	Creates documents that explain company policy.		
4.8	Creates presentations to influence investors and consumers.		

Standard 5.0   The student will use mathematical analysis, scientific inquiry and engineering design to pose questions, seek answers and develop solutions.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1 Uses math skills to keep track of personal finances.			
5.2 Uses math skills to keep financial records of company.			
5.3 Creates financial foundation of VE company.			
5.4 Creates a budget for the business.			
5.5 Pays expenses and employee salaries.			
5.6 Projects future sales based on post data.			
5.7 Converts dollars to foreign currency.			
5.8 Computes shipping charges, sales, and payroll tax and corporate and personal income tax.			

Standard 6.0   The student will research and apply knowledge of ethical and legal issues within the industry.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1 Applies ethical conduct providing the proper credit to those whose ideas and content has been used in creating interactive multimedia projects.			
6.2 Demonstrates ethical behaviors in what is written, spoken, or presented in designing and presenting a multimedia project.			
6.3 Applies knowledge of copyrights in seeking formal permission from copyright sources before using materials.			
6.4 Recognizes the legal implications of violating federal and state laws in multimedia\digital publishing.			
6.5 Demonstrates legal responsibilities using the Internet for interactive multimedia projects.			
6.6 Demonstrates skills necessary for safety and environmental protection in digital design and photography			

Standard 7.0   The student will develop and demonstrate human relations, self-management, organizational and professional leadership skills.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1 Assesses the leadership skills integral to Business Professionals of America/Future Business Leaders of America.			
7.2 Utilizes critical thinking skills in decision-making situations.			
7.3 Identifies and develops personal and interpersonal characteristics needed in leadership situations.			

Additional comments: _____